

Search Engine Optimization

Activities

Silver

Gold

Platinum

⊙ Competitor Analysis	No		Yes	Yes
Keyword Analysis	Yes		Yes	Yes
⊙ On- Page Optimization				
Keyword Research	Yes		Yes	Yes
Content Development/ Enhancement	No / No		No / Yes	Yes / Yes
HTML Tags Optimization	Yes		Yes	Yes
Meta-Tags Optimization	Yes		Yes	Yes
Image Optimization	No		Yes	Yes
W3C Validation	No		Yes	Yes
XML Site map creation	No		Yes	Yes
No of Pages optimized	10		20	Unlimited
⊙ Off- Page Optimization				
Link Building	No		No	Yes
Social Bookmarking	No		Yes	Yes
Directory Submissions	Yes		Yes	Yes
Blog Posting	Yes		Yes	Yes
Article Submissions	Yes		Yes	Yes
Forum Posting	No		No	Yes
⊙ Total Keywords Targeted (Clients choice, approved by FL SWAIR)	5		10	15
⊙ Reports				
Google Analytics	Yes		Yes	Yes
Keyword Status	Monthly		Bi-Monthly	Weekly
Complete SEO Report (Monthly)	No		No	Yes
⊙ Support (Monday to Friday)				
E- Mail	Yes		Yes	Yes
Phone	No		No	Yes

Maintenance

One Year

One Year

One Year

Pricing

£625

£950

£1875

FL SWAIR
Branding
in tune with nature